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From: RPAGES --VUSO212A Date and time 01/26/93 08:18:48
To: DKEANE --VUSO212A Denise Keane MLOGUE --VUSO212A Mayada Logue
MPOTTORF--VUSO212A Mary Pottorff HREIF --VCHO021A Helmut Reif
LMCALPIN--VUSO212A Loreen McAlpin RCARCHMA--VUSO212A Richard Carchman
CPURCELL--VUSO212A Clare Purcell

From: Robert A. Pages
Subject: Meeting w. Swedish Tobacco

FYI.

Bob
*** Forwarding note from AANDRADE--VCHO021A 01.26.93 08:28 ***
To: MWINOKUR--VUSO212A Matthew Winokur SPARRISH--VUSO212A Steven Parrish
RPAGES --VUSO212A Robert Pages

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*** Resending note of 25.01.93 21:23
From: Anthony Andrade
To: SCARLSON--VCHO021A Stig Carlson

From: Johan Puotila
To : Stig Carlson
Subject: Meeting w. Swedish Tobacco

Stig,

Hampe and I today had an interesting almost three hour meeting with Bo Aulin and Mr. Tom Kass (Vice President, Scientific Adviser) from STA. The main topic was the Swedish Tobacco Law proposal, status and future action/cooperation. Discussions on this point were carried out in a good spirit, we will definately continue to intensify our cooperation where deemed feasable, and exchange information. - The latter point was interestingly enough raised several times and stressed by Bo. Quite a change, fore the first time they clearly believe that we have contacts and access to information which they don't have.

Anyway, discussions on the international scene turned out to be even more interesting. These discussions covered mainly advertising and ETS. Some brief excerpts:

STA firmly believes that Britain will give in on the advertising issue; "Britain is lost". They seemed to have absolutely no doubts that the British Minister of Health is now totally prepared to give up the fight, as well as the Treasury. Where exactly this information comes from they didn't specify, but as said, they took it as a given fact, showing the highest possible confidence in their sources. The reason was said to be mainly the EPA report. The conclusion was that we should do everything we can to get the Government here to introduce the Tobacco Bill a.s.a.p., without the advertising ban clause.

On EPA and ETS they stated that the new U.S. Minister of Health Dana Shalala (that's how I got it) will take up rough regulatory measures against "passive smoking", based on the EPA report. This will directly influence also Europe. Their conclusion was that "this fight has to be carried out besides in Europe and the rest of the world, very much in the U.S.". "If we can't beat EPA in the U.S., there's no way we can fight it succesfully in Europe. If U.S. is lost, Europe is lost". And even better:

"The industry has been poor when countering the EPA." "It seems like the industry doesn't have the balls to defend itself". "We need an acceptable regulator, with whom we can work with, and that is not the health lobby". "The current situation leads to not perhaps banning tobacco, but the usage". Finally, "we have nothing to loose, we have to

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take up the fight. Otherwise the EPA report will destroy us".

And this was followed by the appeal to PM and other American companies: "you have to challenge EPA in the U.S., if needed in the court of law. Sue them] Take them to the court and make them defend their conclusions." "We can't sue them in Sweden, otherwise we would". And, "a fair court of law will consider the issue in a fair way". - Mr. Kass noted that the EPA report is perhaps some worst "science" he's ever seen, and was totally convinced that a fair team of scientists couldn't come to any other conclusion. Costs of litigation they would participate in.

On Sweden we finally agreed that we'll immediately initiate a new attitude survey like the one done last Summer. We also noted that there's all reason to believe that the antis have now started to use the EPA report in Sweden when lobbying the Government. This might make the Conservatives position close to unbearable, if they want to continue opposing bans. We promised both to check the status through our sources and to exchange information. - Both Bo and Tom were happy that we had submitted the ETS/EPA briefing package to the Conservatives, but were afraid of that they might need even more support and scientific opinions to oppose smoking bans.

We also played with an interesting idea: what if the Swedish Government, being uncertain on the validity of the EPA report, would initiate a scientific analysis of the report data and the conclusion, done for example by the Karolinska experts. And the experts would come to the conclusion that EPA is bad science. This would give the Government ammunition not to share the conclusions - and this could be transferred as some rather interesting news to the U.S. - I think we might well achieve this (i.e. at least the analysis), if we would decide to proceed.

All in all, a very interesting meeting. Something perhaps to think of when meeting on ETS in Zurich on Thursday. Also, what a change to be "accused" by STA of "not having balls" and for not playing rough enough. Somehow I love it]

Looking forward to your comments,

Johan

cc: AANDRADE--VCH0021A Anthony Andrade
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